

PSJ15 Exh 46

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From: McGowan, Gavin J
Sent: Wed 6/20/2012 9:36:11 PM
Subject: FW: EXALGO 3 Star Prescribers and 16mg Pharmacies

Team,

Attached are two very important files as we prepare to launch 32mg Exalgo. Please read Mike Patterson's message, and review the data. These are the customers (both Prescribers and Pharmacies) that we will want to focus on.

Thanks,

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Field Sales Force,

In an effort to help us target the right physicians and pharmacies for the potential launch of EXALGO(r) 32 mg, we have attached a list of "3 Star" prescribers and "16 mg" pharmacies from across the nation.

What does this mean? Quite simply:

- * "3 Star" prescribers are prescribers that write a significant number of high dose opioid prescriptions
 - o A prescriber that has written on average 20 or more 120 mg morphine equivalent TRxs per month for the previous seven months. This is comprehensive of prescriptions for EXALGO and the competition.
- * "16 mg" pharmacies are pharmacies that consistently order multiple bottles of 16 mg monthly.

"3 Star" Prescribers:

This knowledge is key as you tailor your message and efforts with these targeted prescribers. Since these physicians are comfortable prescribing higher doses of other opioid therapies, they may be more comfortable prescribing multiple tablets of EXALGO to achieve efficacy while balancing safety. Also, should an EXALGO 32 mg tablet be approved later this year, these targets will be a top priority at launch. Securing EXALGO trials with these physicians today will help you drive bonus dollars in Q3 and position you for success should a 32 mg tablet be approved. While you cannot discuss a potential launch of a 32 mg tablet with customers, you can focus on the following:

- * When executing the INSPIRE message, remember to sell the potential therapeutic value that EXALGO can provide patients. Also, ensure they are comfortable with properly converting and titrating patients to EXALGO
- * Increase frequency with these targets where possible - at least 2x per month (territory/access/geography permitting)
- * Assess their current 16 mg usage. This may be an indicator of their openness to quickly adopt the 32 mg tablet
- * Identify the pharmacies these prescribers use most frequently
- * Schedule lunches now for early September

The "3 Star" prescribers are also highlighted in Mobile Intelligence under the Ratings tab (see screen shot below).

"16 mg" Pharmacies:

The role of the Pharmacy Tech and Pharmacist is critical to the success of EXALGO. The identified pharmacies are already supporting physicians that consistently prescribe 16 mg or more of EXALGO per day. Targeting these accounts with increased frequency is important to protecting your EXALGO prescriptions and establishing a strong working relationship now will also help you ensure stocking of 32 mg bottles should it be approved.

Your focus and execution are essential to driving results with these key targets since they represent a significant business opportunity for all of us. Please contact your District Manager if you have questions concerning the target list.

Thanks and Great Selling!!

Regional Director Team

EXALGO Brand Team

"3 Star" Prescribers in Mobile Intelligence
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[MALCOV tail.jpg]

MNK-T1_0000745154_filtered.xlsx
 Three Star Doctors (3).xlsx
 Ronal Celeste, Guang Yang, Syed Akhtar-Zaidi

First Name	Last Name	Territory	Territory Rank	Specialty	Address 1	Address 2	City	State	Zip Code	EXALGO FY12 PDEs	EXALGO Segment	EXALGO Decile	Tier	Priority	High Strength Opioid Writer
SYED	AKHTAR-ZAIDI	30302 - Cleveland East	1	PAIN MGMT, PM & REHAB	34055 SOLON RD SUITE 101		SOLON	OH	44139	14.0	Dabbler	10	A	E	***
RONALD	CELESTE	30302 - Cleveland East	13	INTERNAL MEDICINE	9297 CANTERBURY LANE		MENTOR	OH	44060	8.0	Non-Writer	7	A	EP	***
GUANG	YANG	30311 - Akron OH	1	PHYSICAL MEDICINE & REHAB	4302 ALLEN ROAD	SUITE 300	STOW	OH	44224	12.0	Dabbler	10	A	EP	***